

REPORT OF THE DIRECTOR OF INFORMATION, 1940

UNITED STATES DEPARTMENT OF AGRICULTURE,
OFFICE OF INFORMATION,
Washington, D. C., August 31, 1940.

HON. HENRY A. WALLACE,
Secretary of Agriculture.

DEAR MR. SECRETARY: I submit herewith a report of the work of the Office of Information for the fiscal year ended June 30, 1940.

Sincerely yours,

M. S. EISENHOWER,
Director of Information.

The effects of European war on agriculture and the development of an accelerated program of national defense in the United States in the past year altered the course and character of this Department's information work during the fiscal year 1940. New tasks were added to old ones. While carrying on the daily job of giving to farmers and the general public the useful facts arising from research, regulatory rehabilitation, marketing, price stabilization, and land-use adjustment programs, every person in information work was called upon to keep abreast of changing world conditions and to help farmers and citizens generally understand the effects of these changing conditions on their own welfare.

When war began early in September, farm and city people immediately wanted information about supplies of farm products, probable changes in world demand for farm products, probable effects of the current world situation on the action programs for agriculture, and a host of other possible consequences of war in Europe as affecting American farming. The most accurate information available was quickly assembled and disseminated. The tempo of activity then set in motion did not decrease throughout the year.

In Washington during the first 2 weeks of September 1939 factual and interpretive releases were issued to the press. Radio broadcasts were arranged. The news reels were supplied with appropriate material. Simultaneously the field workers of the Department and the State extension services were kept informed, so that they might integrate information issued locally throughout the country with that coming from Washington. Thus, the Nation was quickly reassured with the facts about the abundant food and fiber supplies available. Farmers soon realized the differences between the world supply and demand situations in 1939 and 1914 and saw that it would be unwise to plan future agricultural production on the assumption that this time war would create great new demands for farm prod-

ucts. The general public obtained the facts about the ability of the conservation, adjustment, rehabilitation, and surplus distribution programs to meet the new emergency.

Public apprehension over food supplies, which threatened at first to lead to panic buying and artificial scarcity in some lines, was calmed. Farmers were kept correctly informed on the true world economic situation and its meaning for their production and marketing plans and operations. The necessity for continuing to protect the basic soil and water resources of the Nation was reported to the farmers and the general public.

Thus the information machinery of the Department helped cushion the first shock of European war to farmers, consumers, and the food and textile trades, and to aid in avoiding needless derangement.

WAR EFFECTS ON AGRICULTURE REPORTED

But it was apparent that continued war meant sweeping change in the whole economy of the Nation and that the first and most harmful results might appear in agriculture unless the farm people, the agricultural distributive and processing trades, and the Government agencies serving them joined together to work out ways and means of cooperating to meet the abruptly changed world situation. The Secretary of Agriculture at once organized an Agricultural Advisory Council composed of representatives of the general public, farmers, processors, distributors, and labor. The Secretary also charged that the administrative heads of the Department study the probable course of national and international events, report the facts as they emerged to the farm people, and work with them in adapting the Department programs to the needs of the times.

The Office of Information's part in the emergency program included not only the operation of the Washington machinery for issuing information by press, radio, and publications, but also leadership in coordinating the information operations, Washington and field, of the Department agencies. The first step was a 2-day conference in the second week of September at which information heads of the agencies charted out a Department-wide program and agreed on the phases of it to be carried out by each agency. Weekly liaison meetings of these information heads kept them all informed on the progress of each phase of the program and provided for adjustment in the operations as needed. Through this means, complete and uniform information on agricultural effects of war went to farm people attending the group meetings organized by each agency to effectuate the programs for which it was responsible. Furthermore the information on these matters issued to the press and by radio and publications on behalf of each agency was closely coordinated.

Special efforts were begun during the year to coordinate the issuance of information that originates outside Washington in order to raise the efficiency of the service. Field information workers of the Department agencies were brought together so that they could work out coordinated programs of information, place by place. Where regional headquarters of several Department agencies are located in the same city, the committee method of facilitating the coordination of the information work of all agencies is being tried, notably at

Lincoln, Nebr. To meet the peculiarly acute need for the coordination of information work in the Southern Plains, flowing from the necessity for very close coordination of all Department programs in that region, a full-time information man has been added to the staff of the Land Use Coordinator for the Southern Plains at Amarillo, Tex.

INFORMATION FROM ALL SOURCES COORDINATED

These steps point the way toward further integration of field information work. To speed the process, a committee composed of information men of the action and planning agencies is now at work in Washington. The report of this committee will soon be available.

At the interdepartmental level, the Department was represented throughout the year by Office of Information personnel on the Interdepartmental Committee on Printing and Processing. This committee completed a report to establish uniform policies and procedures for the improved and more efficient preparation, production, and distribution of printed and duplicated materials. The Director and his immediate staff spent considerable time and effort in attendance at meetings of the committee and its subcommittees to formulate policies and plans and to help draft and edit the resulting reports.

The Office of Information cooperated throughout the year with the immediate Office of the Secretary, the Office of Foreign Agricultural Relations, and the Bureau of Agricultural Economics in keeping the Agricultural Advisory Council informed on the increasing gravity of the present trade crisis for agriculture. This Office also cooperated with Department agencies in preparing special materials for the information of farmer cooperators on the trend of events and its implications for agriculture. On the motion of the Bureau of Agricultural Economics, a special series of reference reports for newspaper editors carrying more data than are issued in the usual press releases was begun. It is sent to the editors who request it.

As the European war cut the exports of farm products from the United States, new factors came to bear on the agricultural economy. Efficient, abundant farm production, storage of reserves in the ever-normal granary, and the food stamp plan and other plans for increasing consumption of health-giving food among those who needed it most, took on new meaning as primary factors in defense. Overmanned agriculture became important as a reservoir of manpower for industrial production and military service.

There were calls from all quarters for new types of information. The part of the farm people and the farm programs in the total defense program must be reported. Information must be issued that would enable the farm people to meet their responsibilities. The Secretary at the request of the Agricultural Commissioner of the National Defense Advisory Commission directed the Department to help with its facilities in this information job. Immediately, the year's second 2-day conference of Department information heads was held to organize the job to be done and assign the specific tasks. This program now is under way.

Broadcasts in the National Farm and Home Hour and on other networks and stations will report the work being done by farm people in the defense program. Press matter will report day-by-day changes in Department programs of research and action to meet the new needs of the times. Special issues of the Department periodical, the Consumers' Guide, prepared at the request of the Consumer Commissioner of the Defense Commission, will give by text and chart and picture the facts about nutritional requirements for health and strength that each homemaker needs to use in building a better family diet. The 1939 Yearbook of Agriculture, Food and Life, is proving a gold mine of basic factual information for the better nutrition drive that is so important a part of the total defense program. Special educational materials based on the data reported in this Yearbook will be prepared.

DEPARTMENTAL PUBLICATIONS ISSUED

The 1940 Yearbook of Agriculture, *Farmers in a Changing World*, is the source document for much educational matter. This will be supplied to farmer groups for use in their meetings and to the press and radio broadcasters who cooperate in the work of informing farmers about their new relationships to the world economy and the changes in farm plans, in operations, and in programs that these new relationships foreshadow. The Outlook reports this fall will bring down to the minute this reporting of new trends, their probable consequences in the farm economy, and the changes needed in State and Federal agricultural services and action programs.

During the year State handbooks were planned to give details of all agricultural services available State by State. A handbook for Maryland was the first prepared. Others are being printed or prepared by the Office of Information in cooperation with the State extension services. The Division of Special Reports completed several over-all publications during the year. Notable among them was *Achieving a Balanced Agriculture* which will be available for distribution in the fall of the calendar year 1940.

Thus, the Department's methods of informing farmers, consumers, and the public generally are being adapted to serve the people of the Nation in this new time of crisis. Many of our procedures in information work, set up to effectuate emergency programs in earlier times, require no change. Some new procedures have had to be developed. Whatever is necessary in order to get the needed information from the Department to the people will be undertaken. Advances in technique of information work and the record of the year's output in quantitative terms are reported in the summaries of the work of each division of this Office, which appear later.

The year also witnessed important improvements in the physical facilities and organization of personnel of several units of the Office. The duplicating plant which provides service for the whole Department was completely renovated, and many improvements were made to accomplish more efficient production. It was possible with these improvements to increase the output of work demanded by growing Department activities while decreasing the number of employees.

Other units of the Office were improved, notably the photographic service and printing procurement, following careful surveys which led to the adoption of improved methods.

EXPENDITURES

Printing and binding expenditures for the fiscal year 1940 totaled \$1,955,721. This included \$1,078,250 for administrative forms and binding; \$313,541 for reports, regulatory notices, periodicals, and other administrative publications; 0172,791 for technical publications; and \$391,128 for popular publications. Expenditures for salaries and expenses were \$379,040, of which \$89,291 was for the maintenance of the duplicating plant.

Funds were allotted to the Office of Information during the fiscal year to provide for additional work on behalf of the action agencies. A total of \$104,030 was expended for this purpose.

DIVISION OF PUBLICATIONS

The scope of the scientific and economic activities of the Department in the relationships to the farm, the home, and the improvement of country life is reflected in the publications issued. During the fiscal year 1940 the Department published in 5 of its regular numbered series, 24 farmers' bulletins, 15 leaflets, 27 miscellaneous publications, 35 circulars, and 42 technical bulletins. These and some of the more important unnumbered publications issued are listed below.

LIST OF NEW NUMBERED PUBLICATIONS ISSUED DURING THE FISCAL YEAR 1940

Farmers' Bulletins:

- 1813. Prevention and Control of Gullies.
- 1814. Terrace Outlets and Farm Drainageways.
- 1823. Reseeding Range Lands of the Intermountain Region.
- 1824. The Black Hills Beetle a Serious Enemy of Rocky Mountain Pines.
- 1825. Sand-Dune Reclamation in the Southern Great Plains.
- 1826. Care of Ornamental Trees and Shrubs.
- 1827. Culture and Diseases of Delphiniums.
- 1828. Grasshoppers and Their Control.
- 1829. Insects and Diseases of the Pecan and Their Control.
- 1830. Cooperative Dairy Bull Associations.
- 1831. Judging Fabric Quality.
- 1832. Farm Fences.
- 1833. Crops Against the Wind on the Southern Great Plains.
- 1834. House Cleaning Management and Methods.
- 1835. Growing Buckwheat.
- 1836. Saving Soil With Sod in the Ohio Valley Region.
- 1837. Cotton Shirts for Men and Boys.
- 1840. Kudzu for Erosion Control in the Southeast.
- 1841. The Feeding of Chickens.
- 1842. Production of Hops.
- 1843. Potato Production in the Western States.
- 1844. The Culture and Use of Sorghums for Forage.
- 1845. The Liming of Soils.
- 1847. Rural Library Service.

Leaflets:

- 176. Strawberry Clover.
- 184. The Elm Leaf Beetle.
- 185. Elm Bark Beetles.
- 186. Domestic Mosquitoes.
- 187. Blight of Pears, Apples, and Quinces.

Leaflets—Continued.

- 188. Protecting Field Borders.
- 189. Psocids, Annoying House Pests.
- 190. Mulching to Establish Vegetation on Eroded Areas of the Southeast.
- 191. Liquefied Gas for the Household.
- 192. Centipedes and Millipedes in the House.
- 193. Fireproofing Christmas Trees.
- 194. The Oriental Persimmon.
- 195. Mealworms.
- 197. Powdery Mildew of Ornamental Plants.
- 198. Cottonseed Treatment.

Miscellaneous Publications:

- 336. The Mosquitoes of the Southeastern States
- 338. Soil Defense of Range and Farm Lands in the Southwest.
- 340. Market Diseases of Fruits and Vegetables: Grapes and Other Small Fruits.
- 341. The Species of *Pantomorus* of America North of Mexico.
- 344. Taxonomy of Some Scale Insects of the Genus *Parlatoria* Encountered in Plant Quarantine Inspection Work.
- 345. Family Income and Expenditures: Plains and Mountain Region.
- 349. Use of the Rapid Whole Blood Test for Pullorum Disease.
- 352. Soil Conservation Survey Handbook.
- 353. List of Sires Proved in Dairy Herd Improvement Associations 1939.
- 355. Hart Mountain Antelope Refuge a National Wildlife Refuge in Oregon.
- 356. Family Income and Expenditures: Pacific Region, Plains and Mountain Region.
- 357. Southern Pines Pay. A Story in Pictures.
- 358. Use and Abuse of Wood in House Construction.
- 359. The Cow Tester's Manual.
- 362. List of Bulletins of the Agricultural Experiment Stations for the Calendar Years 1937 and 1938.
- 363. Hay Quality. Relation to Production and Feed Value.
- 365. Children's Body Measurements for Sizing Garments and Patterns.
- 367. Rural Population Density in the Southern Appalachians.
- 368. Federal Poultry Research at the Agricultural Research Center, Beltsville, Md.
- 371. A Revision of the North American Aphids of the Genus *Myzus*.
- 372. A Survey and Discussion of Lysimeters and a Bibliography on Their Construction and Performance.
- 373. State Forests for Public Use.
- 376. Directory of Organization and Field Activities of the Department of Agriculture: 1939.
- 377. Outlook for Farm Family Living, 1940.
- 378. Workers in Subjects Pertaining to Agriculture in Land-Grant Colleges and Experiment Stations 1939-40.
- 379. The Farm Outlook for 1940.
- 380. Snow Surveying.

Circulars:

- 523. Toxicity of Certain Organic Insecticides to Codling Moth Larvae in Laboratory Tests.
- 525. Artificial Insemination of Chickens and Turkeys.
- 526. Orach, Its Culture and Use as a Greens Crop in the Great Plains Region.
- 527. Large-Scale Organization in the Dairy Industry.
- 529. Food Habits of Prairie Dogs.
- 530. The Vegetable Weevil.
- 531. Variety Tests of Sugarcanes in Louisiana During the Crop Year 1936-37 and Summary of Annual Results, 1935-37.
- 532. Production of Hogs Suitable for Wiltshire Sides.
- 533. Results of Tomato Variety Tests in the Great Plains Region.
- 534. *Lespedeza sericea* and Other Perennial *Lespedeza*s for Forage and Soil Conservation.
- 535. A Vascular Wilt of the Mimosa Tree (*Albizia julibrissin*).
- 536. The Annual *Lespedeza*s as Forage and Soil-Conserving Crops.
- 537. Early Cheyenne Pie Pumpkin.
- 538. Some Factors Affecting Survival Growth, and Selection of Lambs.
- 539. Trading for Others in Commodity Futures.
- 540. Cotton-Tillage Studies on Red Bay Sandy Loam.

Circulars—Continued.

- 541 Estimating Weights of Lambs at a Constant Age.
- 542 Two New Varieties of Almond: The Jordanolo and the Harpareil.
- 543 Two Rapid Methods for Estimating Fineness and Cross-Sectional Variability of Wool.
- 544 Methods of Ventilating Wheat in Farm Storages.
- 545 Pecan Grafting Methods and Waxes.
- 546 Putting Down and Developing Wells for Irrigation.
- 547 Feeding Habits of the Adult Japanese Beetle.
- 548 The Farm Real Estate Situation, 1936-37, 1937-38, and 1938-39.
- 549 Proximate Composition of American Food Materials.
- 550 S X P Cotton in Comparison With Pima.
- 551 The Basis for Treatment of Products Where Fruitflies are Involved as a Condition for Entry Into the United States.
- 552 Seven New Peaches and a New Plum for the Western States.
- 553 Handling and Storing Small Lots of Dates at Home.
- 554 Honey and Pollen Plants of the United States.
- 555 Fumigation of Vetch Seed for the Vetch Bruchid.
- 558 Processing Seed of Grasses and Other Plants to Remove Awns and Appendages.
- 560 Rate of Growth by Dairy Calves and Heifers on Different Rations.
- 563 Relation of the Depth to Which the Soil is Wet at Seeding Time to the Yield of Spring Wheat on the Great Plains.
- 568 Factors Influencing the Use of Some Common Insecticide-Dispersing Agents.

Technical Bulletins:

- 639 Effect of Accelerated Erosion on Silting in Morena Reservoir, San Diego County, Calif.
- 648 Comparative Susceptibility of Crop Plants to Sodium Chlorate Injury.
- 657 Physiological Studies of Jerusalem-Artichoke Tubers With Special Reference to the Rest Period.
- 678 A Chemical Study of Some Soils Derived From Limestone.
- 680 Effect of Storage Temperatures on Peaches.
- 683 Effects of Fire and Cattle Grazing on Longleaf Pine Lands as Studied at McNeill, Mississippi.
- 684 Butt Rot in Unburned Sprout Oak Stands.
- 685 Cotton Prices in Spot and Futures Markets.
- 686 Weather and Plant-Development Data as Determinants of Grazing Periods on Mountain Range.
- 687 A Land Program for Forest County, Wisconsin, Based on an Analysis of Land Use Problems.
- 688 Comparative Chemical Composition of Juices of Different Varieties of Louisiana Sugarcane.
- 689 Status and Relative Importance of the Parasites of the Hessian Fly in the Atlantic States.
- 690 The Acidic Properties of Peat and Muck.
- 691 The Glued Laminated Wooden Arch.
- 692 Chemical and Mechanical Methods of Ribes Eradication in the White Pine Areas of the Western States.
- 693. The External Anatomy of the Larva of the Pacific Coast Wireworm.
- 694. Differentiation of Eggs of Various Genera of Nematodes Parasitic in Domestic Ruminants in the United States.
- 696. The Behavior of Boron in Soils.
- 697. Testing Vinifera Grape Varieties Grafted on Phylloxera-Resistant Rootstocks in California.
- 698. Rainfall Characteristics as Related to Soil Erosion.
- 699. Cotton Prices in Relation to Cotton Classification Service and to Quality Improvement.
- 700. Costs of Tractor Logging in Southern Pine.
- 701. Alfalfa Experiments at Stoneville, Miss., 1935-37.
- 704. Bacterial Wilt of Lespedeza.
- 705. Differences in Growth Characters and Pathogenicity of Fusarium Wilt Isolations Tested on Three Tomato Varieties.
- 707. The Vitamin B₁ Content of Foods in Terms of Crystalline Thiamin.
- 708. A Study of Rapid Deterioration of Vegetable Seeds and Methods for Its Prevention.

Technical Bulletins—Continued.

- 709. Supply Responses in Milk Production in the Cabot-Marshfield Area, Vermont.
- 712. Marketing Commercial Lettuce.
- 713. Types of Vegetation in Escalante Valley, Utah, as Indicators of Soil Conditions.
- 714. Stains of Sapwood and Sapwood Products and Their Control.
- 715. Keys to the Parasites of the Hessian Fly Based on Remains left in the Host Puparium.
- 716. Investigations on the Physical and Chemical Properties of Beeswax.
- 717. Beef Production and Quality as Affected by Method of Feeding Supplements to Steers on Grass in the Appalachian Region.
- 718. Fertilizer Experiments With Rice in California.
- 719. Prevention of Damage by the Seed-Corn Maggot to Potato Seed Pieces.
- 720. A Study of Methods in Barley Breeding.
- 721. *Paradexodes Epilachnae*, a Tachinid Parasite of the Mexican Bean Beetle.
- 722. Production and Consumption of Manufactured Dairy Products.
- 724. Milk and Butterfat Production by Dairy Cows on Four Different Planes of Feeding.
- 725. Nutritive Properties of Certain Animal and Vegetable Fats.
- 726. Physical and Chemical Changes Produced in Bleached Cotton Duck by *Chaetomium Globosum* and *Spirochaeta Cytophaga*.

SOME IMPORTANT UNNUMBERED PUBLICATIONS ISSUED DURING THE FISCAL YEAR 1940

The Wholesale Fruit and Vegetable Markets of New York City.
 Make or Buy a Mattress.
 Products of American Forests.
 Community Forests.
 Forest Outings.
 Poultry Cooking.
 Land Use Adjustment in the Spring Creek Area, Campbell County, Wyoming.
 Land-Saving Plans for Conservation in the Pacific Southwest.
 Erosion Losses from a 3-Day California Storm.
 Land Use and Soil Conservation.
 Compilation of Soil Conservation and Domestic Allotment Act, as Amended, Agricultural Adjustment Act of 1938, as Amended, Federal Crop Insurance Act, as Amended, Sugar Act of 1937, Appropriation Items Relating Thereto, and Miscellaneous Laws as of the Close of the Second Session of the Seventy-Sixth Congress, November 3, 1939.
 Digest of the Rural-Urban Women's Conversations Held on the Invitation of the Secretary of Agriculture. Washington, D. C., April 13, 14, 1939.
 A Guide for Members of R. E. A. Cooperatives.
 The Electrified Farm of Tomorrow.
 Co-ops for the Small Farmer.
 Migrant Farm Labor: The Problem and Some Efforts to Meet It.

OTHER PUBLISHED MATERIAL

Much additional information of value to the public was made available in other forms. The largest and most important single project was the preparation of the material for the 1940 Yearbook of Agriculture entitled "Farmers in a Changing World." This depicts the various economic, social, physical, and scientific forces impinging upon agriculture and their effects on the living conditions of the people on the land.

Other material was printed as statistical bulletins, erosion and soil surveys, announcements about the regulatory work the Department is required by law to do, periodicals, and other types, the distribution of all of which is shown in table 1.

Another channel through which the published information flowed out to the public is writings by Department workers prepared for

papers, scholarly and scientific journals, and books. In this category were 2,372 articles. Forty-four thousand and twenty copies of 259 of the articles were purchased for official use at a cost of \$2,525.70.

STATISTICAL DATA

During the year 23,813,344 publications and periodicals and 8,583,400 lists of Farmers' Bulletins and Leaflets were distributed free in response to specific requests, and the Superintendent of Documents sold 700,996 copies of the former for \$67,679.52. This is an increase of 6,291,860 copies of the Department material distributed to the public in 1940 as compared with 1939.

A total of 1,737 manuscripts for printing were received, as compared with 1,578 the previous year. The drafting work on charts, halftones, and posters totaled 2,876 jobs, and 267,424 prints, negatives, plates, slides, photostats, and enlarged photographs were made. Altogether, 6,866 requisitions were drawn on the Government Printing Office, and 174 jobs were released to outside printers. One thousand and thirty-one mailing lists comprising 603,789 stencils were maintained in up-to-date condition in order to supply published material promptly to libraries, institutions, and individuals requesting this service. From the duplicating plant were issued 151,323,975 pages of material. This plant is maintained for the issuance of material of a temporary or administrative nature which does not have to be printed. The total issued represents an increase of some 10,000,000 pages over the plant's output in the previous fiscal year.

Table 1 shows by series the publications received and distributed during the year.

TABLE 1.—*Report of publications received and distributed by the Office of Information, July 1, 1939, to June 30, 1940*

Item	Copies on hand July 1, 1939	Copies of new publications received	Copies of reprints or revisions received	Total copies available for distribution during year	Copies distributed during year	Copies on hand June 30, 1940
Agricultural Situation.....		3, 197, 225		3, 197, 225	3, 197, 225	
Annual reports.....	14, 702	72, 928		87, 630	71, 108	16, 522
Atlas American Agriculture.....	2, 487			2, 487	103	2, 384
Circulars.....	509, 792	267, 000	115, 800	892, 592	359, 199	533, 393
Climatological Data.....		8, 330		8, 330	8, 330	
Clip Sheet.....		279, 950		279, 950	279, 950	
County planning series.....		80, 000	70, 000	150, 000	105, 094	44, 906
Crops and Markets.....		135, 975		135, 975	135, 975	
Department bulletins.....	15, 657		5, 000	20, 657	8, 126	12, 531
Department circulars.....	21, 625		29, 000	50, 625	18, 300	32, 325
Erosion and related land use conditions.....		24, 000		24, 000	24, 000	
Experiment station bulletins and reports.....		2, 750		2, 750	2, 750	
Experiment station record.....		78, 300		78, 300	78, 300	
Extension Service Review.....		116, 450		116, 450	116, 450	
Farmers' bulletins.....	9, 206, 700	1, 050, 000	8, 309, 500	18, 596, 200	10, 300, 300	8, 295, 900
Farmers' bulletin lists.....	1, 250, 100		9, 665, 000	10, 915, 100	8, 583, 400	2, 331, 700
Fire Control Notes.....		16, 000		16, 000	16, 000	
Forest Service recreational folders.....		285, 800		285, 800	285, 800	
Indexes.....	19, 056	51, 950		71, 006	52, 237	18, 769
Inventories of seeds and plants imported.....		8, 400		8, 400	8, 400	
Journal of Agricultural Research.....		35, 925		35, 925	35, 925	
Journal of Agricultural Research separates.....	750	55, 455	604	56, 809	55, 574	1, 235
Land Policy Review.....		30, 000		30, 000	30, 000	

TABLE 1.—*Report of publications received and distributed by the Office of Information, July 1, 1939, to June 30, 1940—Continued*

Item	Copies on hand July 1, 1939	Copies of new publications received	Copies of reprints or revisions received	Total copies available for distribution during year	Copies distributed during year	Copies on hand June 30, 1940
Leaflets.....	2, 613, 176	530, 000	1, 804, 500	4, 947, 676	2, 312, 929	2, 634, 747
Miscellaneous circulars.....	30, 419			30, 419	8, 175	22, 244
Miscellaneous publications.....	841, 689	696, 300	880, 700	2, 418, 689	1, 360, 211	1, 058, 478
Monthly List of Publications.....		356, 850		356, 850	356, 850	
Monthly Weather Review.....		20, 400		20, 400	20, 400	
Monthly Weather Review separates.....		15, 850		15, 850	15, 850	
North American fauna.....	903			903	270	633
Posters.....	309, 151	191, 100	238, 142	738, 393	380, 573	357, 820
Public Roads.....		5, 000		5, 000	5, 000	
Service and regulatory announcements.....	128, 731	852, 175	85, 000	1, 065, 906	966, 084	99, 822
Soil Conservation.....		71, 750		71, 750	71, 750	
Soil surveys.....	162, 741	70, 340	11, 488	244, 569	33, 963	210, 606
Statistical bulletins.....	23, 935	12, 500		36, 435	13, 115	23, 320
Statistics.....	677	13, 000		13, 677	13, 271	406
Technical bulletins.....	237, 759	158, 300	54, 379	450, 348	180, 902	269, 536
Unnumbered publications.....	2, 226, 570	1, 219, 750	2, 176, 732	5, 923, 052	2, 566, 150	3, 356, 902
Weekly weather crop report and snow and ice bulletins.....		260, 000		260, 000	260, 000	
Yearbooks.....	2, 575	15, 000		17, 575	16, 880	695
Yearbook separates.....	116, 524	198, 000	3, 000	317, 524	41, 825	275, 699
Total.....	17, 735, 719	10, 512, 753	23, 748, 845	51, 997, 317	32, 396, 744	19, 600, 573

PRESS SERVICE

The Press Service was called on to provide newspapers and magazines with a large volume of information reporting the effects of the European war and the United States national-defense preparations on agriculture. This was in addition to the usual routine of reporting departmental work to the Nation's press. No major changes in functions or organization were required to handle the increased load, but progress was made in strengthening the news photograph service, improving the distribution of news material, and increasing the amount of service to State extension editors.

Daily newspapers, through the press associations or their own special correspondents in Washington, maintained their interest—reflecting their readers' interest—in the work of the Department. The three major press associations and one newspaper kept reporters at the Department part or full time each working day. Many other Washington correspondents frequently covered Department activities by making telephone calls or personal visits. Their specific inquiries and requests for background were handled by the Press Service either directly or by putting the reporters in touch with the proper officials in the bureaus or agencies concerned.

The Press Service issued 1,531 mimeographed press releases, including the texts of speeches that had news value. It also distributed copies of 523 reports prepared in the various bureaus. Most of the news releases were written by the information staffs of the bureaus and agencies concerned. The Press Service staff offered editorial suggestions in connection with many of these releases and endeavored to make them of maximum usefulness to the press through convenient timing of issuance dates and distribution. In addition, it arranged interbureau clearance of releases from a single bureau when the work

concerned one or more other bureaus. In some instances where news developments were of Department-wide significance rather than of particular interest to any one agency, members of the Press Service staff initiated and wrote the releases and cleared them with the bureaus concerned.

Distribution of releases received special attention during the year. The releases are sent only to editors and writers who have asked to be kept posted on news of the Department, but since the Department's work extends into many lines extreme care is necessary in determining what releases go to whom. Renewed efforts have been made to see that newspapers, magazines, and writers receive all of the releases in which their readers might be interested but that they are not flooded with releases reporting work not of interest to their readers.

As another means of protecting Washington newsmen and at the same time avoiding unnecessary distribution of releases, the practice of posting announcements in the press room was used increasingly. This method is used in connection with administrative actions taken here which primarily affect some small area of the country. The full details are sent out to the State or States involved, for release to papers which will be especially interested. A brief typed summary is posted here simultaneously for press-association men and is brought to the attention of any correspondents of papers in the areas affected.

Service to State extension editors was continued, and special emphasis was placed on getting advance information to the editors in time for them to use the facts in news releases of special local interest. A total of 280 stories was mailed to extension editors as part of the regular weekly news service. In addition the Press Service prepared some special material at the request of individual editors and planned to continue such special coverage upon request in the future.

As the trend toward news pictures in newspapers and magazines continued, requests for Department photographs increased. The central photographic file was further enlarged and improved during the year. Special emphasis was laid on series of picture essays, several of which were widely used in the press during the year. The addition of a photographic editor to the Press Service staff greatly facilitated production of these series and of other news pictures. The position was left vacant through resignation before the year closed, but plans to refill it are now under consideration.

During the year plans were made for duplicating the weekly Clip Sheet to reduce the interval between preparation of the material and the time it reaches editors, and also to make possible extra distribution whenever one of the articles had special interest for groups of publications not on the regular Clip Sheet mailing list. The projected change was made just after the fiscal year closed.

RADIO SERVICE

Broadcasting of information arising out of the services and activities of the Department of Agriculture continued to increase during this fiscal year, as more stations set up regularly scheduled programs for special service to farm people. As of January 1940, a total of 605 radio stations in the United States were broadcasting information

from the Department and cooperating State land-grant colleges on regular schedules.

The Department continued to cooperate 5 days a week in the National Farm and Home Hour broadcast over stations associated with the Blue network of the National Broadcasting Co. As of May 1, 1940, a total of 90 stations carried this program. The number of stations receiving the Department's Farm Flashes reached an all-time high of 461 this year; the Homemakers' Chats were broadcast by 201 stations as of May 13, 1940. Ten stations this year established farm departments under the direction of full-time employees and called upon field officials of the Department to supply information for their farm programs. The Department contributed 8 broadcasts in a series arranged by the Office of Government Reports for broadcast on local stations under the title, "United States Government Reports." From 300 to 600 words of current Department information was supplied daily except Sunday for the On the Farm Front feature of United Press Radio News Service supplied to about 450 local stations. Nineteen interviews between Grady Cole, farm director of station WBT (Charlotte, N. C.), and officials of seven Department bureaus were transcribed for broadcast on that high-powered (50-kilowatt) station. The weekly program, Problems of Plains and Mountains, arranged by the Denver regional office of the Farm Security Administration, was continued on station KOA, Denver. The three-times-a-week Farm Features program presenting current Department and State agricultural college information for radio listeners in North and South Carolina was continued on station WBT, Charlotte, N. C., through April 28, 1940. The Western Department of Agriculture Program arranged in cooperation with State agricultural colleges of five Pacific Coast States was continued 5 days a week over stations associated with the NBC Pacific Coast Blue network. A daily-except-Sunday early-morning program of the Department and the State agricultural college information was begun October 16, 1939, over station KGNC, Amarillo, Tex., under the direction of Edwin R. Henson, Land Use Coordinator of the Southern Great Plains, with headquarters at Amarillo. The Consumers Counsel Division of the Department continued its cooperation with the General Federation of Women's Clubs in a weekly broadcast over the NBC Red network featuring information useful to consumers.

Participation in the National Farm and Home Hour continued to be a major part of the Department's radio activities. This program entered its twelfth year October 2, 1939. During the current fiscal year 22 bureaus, offices, and agencies were represented. There were 4 talks by Secretary Wallace and 1 by Under Secretary Wilson. Other special features this year included the special emergency broadcasts connected with the outbreak of the European war, and development of the United States defense program; a documentary series of 16 broadcasts under the title, "Today's Soil for Today and Tomorrow," in which farmers cooperating in the Triple-A farm program told how this program assisted them in conserving soil and increasing their income; a series of 7 broadcasts in which dairymen, dairy specialists, and officials of the Department's Bureau of Dairy Industry discussed the work that farmers are doing to improve the efficiency of their dairy herds through dairy-herd-improvement associations;

a series of 6 broadcasts describing the efforts of poultrymen to improve their chickens with the aid of the National Poultry Improvement Plan; a series of 17 broadcasts by the editor of the Yearbook of Agriculture, based on the 1940 Yearbook, Food and Life, and reporting in a popular vein the contributions made by scientists to better nutrition of human beings and farm animals; a series of 21 broadcasts on land use that discussed problems in individual counties, the impact of those problems on both rural and urban people, and steps being taken by farm people to make adjustments in land use with the assistance of State agricultural colleges and agencies of the Department; a series of 7 broadcasts reporting on the contributions made by science to the conservation of forest resources including timber, grass, water, and soil, in addition to the regular weekly Forest Rangers' dramatic skits that emphasize forest conservation; a series reporting on the supplies of foods officially declared "in surplus," and methods of utilizing these foods. In addition to these special series and the day-by-day reporting on a wide variety of services to farm people and the public generally, special attention was given to information for consumers and homemakers, including 42 broadcasts reporting research by the Bureau of Home Economics. The regular monthly programs from the campuses of State and land-grant colleges, the monthly programs prepared especially for the 1,400,000 4-H Club members, and the monthly programs built around home economics extension work (the home demonstration series) were continued.

A total of 695 Farm Flashes were distributed for use by local radio stations. In 41 States these flashes are routed through the offices of State agricultural extension editors, who combine them with information available from the State land-grant college and send them on to the stations, to be presented by staff announcers, or to county extension agents, who use the Flashes in addition to more completely local information in their regularly scheduled local programs. Each Flash prepared by the Department is sent only to the State where that information applies. The maximum number of Flashes sent to any one State was 526; the minimum, 405. The total number of Flashes released for national distribution was 296.

The number of stations to which Homemakers' Chats are sent was reduced to 201, effective May 13, 1940, as a result of a questionnaire sent to all users of this syndicated manuscript service to obtain suggestions for the improvement of this service; to ascertain whether the station addressed wished to continue receiving it; and to learn how the Chats were being used. The returns showed that 13 stations were using the Chats in commercially sponsored programs; and 32 stations were using them in the so-called "participating-type" programs * * * that is, programs containing spot commercial announcements relating to several different products or firms. Because of the Department's policy that its information prepared especially for broadcast cannot be used in commercially sponsored programs these 45 stations were asked if they could arrange to present the Chats as a noncommercial public service. Where that arrangement could not be made, the Chats were withdrawn. Effective April 29, 1940, the number of Chats released was reduced from 6 per week to

5, plus fortnightly Food Shopping Tips containing information for homemakers on supplies of seasonal foods coming to markets.

As of June 15, 1940, a total of 35 stations associated with the NBC Red network were broadcasting a weekly program of information for consumers in which the Consumers Counsel Division of the Department cooperates with the General Federation of Women's Clubs.

The farm features program broadcast since 1935 over WBT, Charlotte, N. C., as a cooperative undertaking between the Department and the extension services of the State agricultural colleges of the two Carolinas was discontinued, effective April 29, 1940, when the station could not continue to broadcast the program in a mid-day period. Leon Sisk, who had been detailed by the regional office of the Soil Conservation Service at Spartanburg, S. C., returned to that office; and information from Department agencies and the State extension services was thereafter supplied direct to the station for broadcast in its early-morning farm program.

C. A. Bond, information assistant to the coordinator of the southern Great Plains region, on May 1, 1940, took charge of the local Department of Agriculture-State Extension Service program on KGNC at Amarillo that had been started October 16, 1939. This program, broadcast daily, except Sunday, in an early-morning period (6:45 to 7), features information arising from the coordinated efforts of the Department and the land-grant colleges of Kansas, Colorado, Oklahoma, Texas, and New Mexico to assist in the farm problems peculiar to the southern Great Plains.

During this fiscal year the following stations established farm programs under their own management, appointed men to direct them, and sought the assistance of Department field offices in supplying current information of special interest to farm listeners within their coverage areas: WWL, New Orleans; WSB, Atlanta; KOA, Denver; WEEL, Boston; KIRO, Seattle; WKRG, Cincinnati; KSFO, San Francisco; KMBC, Kansas City, WHAS, Louisville.

The use of radio by county extension agents has been steadily increasing through the years. At least 200 local stations are now presenting county extension service programs regularly on a weekly or oftener basis. In many of these programs agents from several counties participate, so the total number of agents broadcasting is several times 200. The Department's radio-extension specialist has spent a large part of his time during the past year in conducting radio schools for State and county extension agents who broadcast. These schools are devoted to practical experience in writing and delivering radio talks. Forty-five of them were held in 10 States, with a total attendance of approximately 1,075. About two-thirds of those who attended were county extension agents.

Developments during the past year have emphasized the importance of adhering to the Department's policy of looking to the broadcasters rather than to advertisers for the opportunity to present information to radio listeners. There has been a noticeable increase this year in commercially sponsored broadcasts to farm people. This trend has been accelerated by the constantly increasing number of farms with radio receivers and the improvement in farm incomes during the past few years. In some cases stations requested information from the

State extension services and the Department for broadcast in these commercially sponsored programs, but in practically every instance station managers have cooperated in the observance of our policy when it was explained to them. In view of the growing number of station-organized-and-operated farm programs of the "participating" type, the Radio Service has reached an understanding with several stations whereby official information prepared especially for broadcast be used in such periods. This arrangement acknowledges that the Department of Agriculture and cooperating land-grant colleges continue to look to broadcasters and not to advertisers for the dissemination of information by means of radio and that information from these public agencies will be supplied if the following stipulations are agreed to: (1) The information from the Department to be presented regularly and at the same time in the program each day; (2) the program to be introduced with this statement: "This is a public-service feature—presented with the cooperation of the United States Department of Agriculture (and other cooperators);" (3) this part of the program to be separated from commercial advertising by at least 2 minutes of music, both before and after, or by a station break; (4) nothing to be said to give listeners the impression that commercial sponsors present this part of the program, or that the United States Department of Agriculture, the land-grant college officials, or the extension workers endorse a commercial product.

DIVISION OF SPECIAL REPORTS

The work of the Division of Special Reports during the last year has been centered on reporting and interpreting for farmers, consumers, and Department employees the total program administered by the Department of Agriculture.

In cooperation with all agencies of the Department, the Division of Special Reports has prepared comprehensive summaries of the various phases of the work of the Department in relation to problems of farmers and of the general public.

Among the publications of this nature issued this year were the following:

Achieving A Balanced Agriculture, dealing with practically all of the Federal and many of the local and State public aids to agriculture, the problems to which these aids are applied, and the events which led to the authorization by Congress of the Federal aids.

The Farm Handbook series, outlining agricultural services of Federal and State Governments directly available to farmers. The first of this series to be published was the Maryland Farm Handbook and, as the year ended, similar handbooks for California, Iowa, North Carolina, and Minnesota were in process of publication, and preparation had been started on handbooks for additional States.

Miscellaneous Publication No. 88, entitled "The United States Department of Agriculture, Its Structure and Functions," reporting administrative organization and functions of the Department.

The Negro In American Agriculture, reporting services of the Department of Agriculture and cooperating agencies.

Functions and Publications of the United States Department of Agriculture In the Field of Rural Housing, outlining the services



and information available on this subject through various bureaus of the Department.

Deep Roots for American Agriculture, outlining the total program of the Department.

Directory of the Department Field Offices in Chicago, to enable employees of these offices to better meet inquiries for information on Department services. This directory is being used as a basis for similar directories in other cities.

In preparation is a publication reporting the operation of unified farm program in Ross County, Ohio, in which Federal and State agricultural agencies are following the recommendations of the county land-use planning committee.

Numerous articles were prepared for publication in magazines, and articles on the total program of the Department were prepared for leading encyclopedias.

During the last year, data on the operation of the various phases of the National Farm Program have been compiled for each State as well as in summary form for the entire United States. Special information materials and reports have been prepared to supply information for Department personnel and for special needs of farm journals.

Reports on situations affecting agriculture and on over-all efforts of the Department as well as significant individual bureau activities have been supplied during the last year to Department personnel both in Washington and in field offices.